

FIRST COAST NEWS



A GANNETT COMPANY

Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	114	\$38,775.00	\$32,958.75	0.00
September 2012	70	\$22,770.00	\$19,354.50	0.00
Totals	184	\$61,545.00	\$52,313.25	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	27%	\$61,545.00
Market	100%	\$227,944.44

Competitive Share	Share	Total
CABLE	1%	\$2,279.44
WAWS	6%	\$13,676.67
WCWJ	0%	\$0.00
WJXT	30%	\$68,383.33
WJXX	6%	\$13,676.67
WTEV	30%	\$68,383.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/14/12	09/03/12	Days of Our Lives	CM	M-F 1p-2p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	15	\$2,250.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--			5		\$150.00			0.00			
Week:		08/21/12	08/27/12	MTWTF--			5		\$150.00			0.00			
Week:		08/28/12	09/03/12	MTWTF--			5		\$150.00			0.00			
E 2	WTLV	08/14/12	09/03/12	M-F 10-11a	CM	M-F 10a-11a	MTWTF--	:30	2	\$250.00	P-1	0.00	NM	6	\$1,500.00
Today Show 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--			2		\$250.00			0.00			

Order / Rev: 703320  
 Alt Order #: 6256880  
 Flight Dates: 08/14/12 - 09/03/12

Advertiser: Obama For America  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1523

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTLV	08/14/12	09/03/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a MTWTF--	:30	2	\$250.00	P-1	0.00	NM	6	\$1,500.00
TODAY SHOW 3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/21/12	08/27/12	MTWTF--				2	\$250.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				2	\$250.00		0.00			
E 3	WTLV	08/14/12	09/03/12	M-F 11a-12p M-F 11a-12p	CM	M-F 11a-12p MTWTF--	:30	5	\$80.00	P-3	0.00	NM	14	\$1,120.00
COMMENTS APPLY TO SUB LINES A THRU B FRST CST LVNG/MILLIONA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				5	\$80.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				5	\$80.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				4	\$80.00		0.00			
E 4	WTLV	08/14/12	09/03/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p MTWTF--	:30	5	\$110.00	P-3	0.00	NM	15	\$1,650.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				5	\$110.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				5	\$110.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				5	\$110.00		0.00			
E 5	WTLV	08/14/12	09/03/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a MTWTF--	:30	5	\$80.00	P-3	0.00	NM	15	\$1,200.00
LATE NIGHT W/ FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				5	\$80.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				5	\$80.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				5	\$80.00		0.00			
E 6	WTLV	08/14/12	09/03/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p MTWTF--	:30	2	\$225.00	P-1	0.00	NM	6	\$1,350.00
FIRST COAST NEWS NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				2	\$225.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				2	\$225.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				2	\$225.00		0.00			
E 7	WTLV	08/14/12	09/03/12	Last Call Last Call	CM	136x-205x MTWTF--	:30	5	\$30.00	P-3	0.00	NM	15	\$450.00
LAST CALL-CARSON DALY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				5	\$30.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				5	\$30.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				5	\$30.00		0.00			
E 8	WTLV	08/14/12	09/03/12	M-F 4-5p Ellen	CM	M-F 4p-5p MTWTF--	:30	2	\$175.00	P-3	0.00	NM	6	\$1,050.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				2	\$175.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				2	\$175.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				2	\$175.00		0.00			
E 9	WTLV	08/14/12	09/03/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a MTWTF--	:30	5	\$50.00	P-3	0.00	NM	15	\$750.00
FIRST COAST NEWS @430A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				5	\$50.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				5	\$50.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				5	\$50.00		0.00			
E 10	WTLV	08/14/12	09/03/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p MTWTF--	:30	2	\$450.00	P-1	0.00	NM	6	\$2,700.00
FIRST COAST NEWS @ 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				2	\$450.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				2	\$450.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				2	\$450.00		0.00			



Order / Rev: 703320  
 Alt Order #: 6256880  
 Flight Dates: 08/14/12 - 09/03/12

Advertiser: Obama For America  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1523

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WTLV	08/14/12	09/03/12	M-F 5-6a M-F 5-6am	CM	5a-6a MTWTF--	:30	3	\$300.00	P-3	0.00	NM	9	\$2,700.00
GMJ SUNRISE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				3	\$300.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				3	\$300.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				3	\$300.00		0.00			
E 12	WTLV	08/14/12	09/03/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p MTWTF--	:30	1	\$550.00	P-1	0.00	NM	5	\$2,750.00
COMMENTS APPLY TO SUB LINES A THRU B FIRST COAST NWS @ 530P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				1	\$550.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				2	\$550.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				2	\$550.00		0.00			
E 13	WTLV	08/14/12	09/03/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p MTWTF--	:30	3	\$900.00	P-1	0.00	NM	9	\$8,100.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				3	\$900.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				3	\$900.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				3	\$900.00		0.00			
E 14	WTLV	08/14/12	09/03/12	Today Show M-F 7-9am	CM	7a-9a MTWTF--	:30	2	\$850.00	P-1	0.00	NM	6	\$5,100.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				2	\$850.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				2	\$850.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				2	\$850.00		0.00			
E 15	WTLV	08/14/12	09/03/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p MTWTF--	:30	1	\$1,100.00	P-1	0.00	NM	3	\$3,300.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				1	\$1,100.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				1	\$1,100.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				1	\$1,100.00		0.00			
E 16	WTLV	08/14/12	09/03/12	Today Show II M-F 9-10am	CM	9a-10a MTWTF--	:30	3	\$300.00	P-3	0.00	NM	9	\$2,700.00
TODAY SHOW 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--				3	\$300.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--				3	\$300.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--				3	\$300.00		0.00			
E 17	WTLV	08/18/12	09/01/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p -----S-	:30	1	\$300.00	P-1	0.00	NM	3	\$900.00
FIRST COAST NEWS SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-				1	\$300.00		0.00			
		Week: 08/20/12	08/26/12	-----S-				1	\$300.00		0.00			
		Week: 08/27/12	09/02/12	-----S-				1	\$300.00		0.00			
E 18	WTLV	08/18/12	09/01/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p -----S-	:30	1	\$350.00	P-1	0.00	NM	3	\$1,050.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-				1	\$350.00		0.00			
		Week: 08/20/12	08/26/12	-----S-				1	\$350.00		0.00			
		Week: 08/27/12	09/02/12	-----S-				1	\$350.00		0.00			
E 19	WTLV	08/18/12	09/01/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p -----S-	:30	1	\$350.00	P-1	0.00	NM	3	\$1,050.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-				1	\$350.00		0.00			
		Week: 08/20/12	08/26/12	-----S-				1	\$350.00		0.00			

Advertiser:	Obama For America
Product Desc:	OBAMA FOR AMERICA
Estimate:	1523

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WTLV	08/18/12	09/01/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$350.00	P-1	0.00	NM	3	\$1,050.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-		1				\$350.00		0.00			
E 20	WTLV	08/18/12	09/01/12	Sat Prime A Sat Prime A	CM	Sat 8p-9p	-----S-	:30	1	\$450.00	P-1	0.00	NM	3	\$1,350.00
NBC PRIME ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1				\$450.00		0.00			
Week:		08/20/12	08/26/12	-----S-		1				\$450.00		0.00			
Week:		08/27/12	09/02/12	-----S-		1				\$450.00		0.00			
E 21	WTLV	08/19/12	09/02/12	Sun 12x-1x FCN on Point / Chris Matthews (12:00 XM-12:30 XM)	CM	Sun 12a-1a	-----S	:30	1	\$25.00	P-3	0.00	NM	3	\$75.00
CHRIS MATTHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$25.00		0.00			
Week:		08/20/12	08/26/12	-----S		1				\$25.00		0.00			
Week:		08/27/12	09/02/12	-----S		1				\$25.00		0.00			
E 22	WTLV	08/19/12	09/02/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$300.00	P-1	0.00	NM	3	\$900.00
FIRST COAST NEWS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$300.00		0.00			
Week:		08/20/12	08/26/12	-----S		1				\$300.00		0.00			
Week:		08/27/12	09/02/12	-----S		1				\$300.00		0.00			
E 23	WTLV	08/19/12	09/02/12	Sun Prime 2nd Half Sun Special 2+ Hours	CM	Various	-----S	:30	1	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
AGT REPEAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$1,200.00		0.00			
Week:		08/20/12	08/26/12	-----S		1				\$1,200.00		0.00			
Week:		08/27/12	09/02/12	-----S		1				\$1,200.00		0.00			
E 24	WTLV	08/14/12	09/03/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	2	\$825.00	P-1	0.00	NM	6	\$4,950.00
FIRST COAST NEWS TNGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTFSS		2				\$825.00		0.00			
Week:		08/21/12	08/27/12	MTWTFSS		2				\$825.00		0.00			
Week:		08/28/12	09/03/12	MTWTFSS		2				\$825.00		0.00			
E 25	WTLV	08/21/12	08/21/12	Tues Prime Other Tue Prime Special 2+ Hour	CM	Various	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
AMERICAS GOT TALENT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----		1				\$3,000.00		0.00			
E 26	WTLV	08/14/12	08/28/12	Tues Prime Other Tue Prime Special 2+ Hour	CM	Various	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
COMMENTS APPLY TO SUB LINES A THRU B															
AMERICAS GOT TALENT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1				\$3,000.00		0.00			
Week:		08/20/12	08/26/12	-----		0				\$0.00		0.00			
Week:		08/27/12	09/02/12	-T-----		1				\$3,000.00		0.00			
													Totals	184	\$61,545.00